**The Power of Stories: Words That Make People Listen, Care and Act**

Telling stories is one of the oldest art forms, used by every culture to share experiences, record history, convey values and teach lessons. Remember those story problems from grade-school math class? Stories convey information in ways that people remember and respond to more than when the same information is delivered in non-narrative forms.

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<http://apps.prsa.org/StrategiesTactics/Articles/view/12450/1166/The_Power_of_Stories_Words_That_Make_People_Listen#.XGqzfE_2Y5h>

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